

SACS Comprehensive Standard 3.3 Institutional Effectiveness

2014-2015

Major: BBA Marketing

The faculty members of the BBA Marketing program have developed an assessment plan that includes student learning outcomes aligned with the appropriate level university and College of Business learning goals. The learning goals, assessment measures and results for the BBA Marketing program are listed below:

Learning Goal 1: Demonstrate proficiency in problem solving through analytical thinking, critical analysis, and/or creativity, as applied to a business problem.

Semester: Fall

Course(s) where objective is measured: Management 3305 – Production and Operations Management. To access this learning goal, students were assigned two projects: a bottleneck evaluation and presentation and a critical thinking project and presentation. Students were individually scored on a 1 (low) to 4 (high) range.

Rubric:

4 - Excellent	3 – Good	2 - Fair	1 - Poor
Excellent identification and analysis of project	Good identification and analysis of project	Fair identification and analysis of project	Poor identification and analysis of project

Intended Results: Students' cumulative average score would be 3.0 for each project.

Actual Results: 60 students completed the projects and had a cumulative average score as follows:

Bottleneck evaluation and presentation	3.48
Critical thinking project and presentation	3.26

Learning Goal 2: Demonstrate competency in basic business skills in the areas of: (a) interpersonal oral and written communications, (b) quantitative literacy, and in the use of productivity software.

Semester: Fall/Spring

As a business core objective, this goal is measured across two separate areas: interpersonal oral and written communications and quantitative literacy and use of productivity software.

LG2a - Course(s) where objective is measured: interpersonal oral and written communications is measured in English 3352 – Business Communications using a written research project and presentation. Only business majors were included in the assessment.

Rubric:

5 – Superior	4 – Strong	3 – Proficient	2 – Weak	1 – Unsatisfactory
Consistently develops relevant, appropriate, and correct content for the audience, purpose, and communication task.	Frequently develops relevant, appropriate, and correct content for the audience, purpose, and communication task.	Occasionally develops relevant, appropriate, and correct content for the audience, purpose, and communication task.	Infrequently develops relevant, appropriate, and correct content for the audience, purpose, and communication task.	Seldom develops relevant, appropriate, and correct content for the audience, purpose, and communication task.

Intended Results: Class average of 75 or higher on final written and oral presentation of assignment

Actual Results: Class average over 5 sections was 74.8 or 3.74 on the 5-point rubric.

LG2b Course(s) - Quantitative literacy, and the use of productivity software are measured in BA 4303 Business Policy and Strategic Formulation. Development of an Excel spreadsheet to analyze company data and financials is required on an individual basis.

Rubric:

5 – Superior Learning Goal is addressed in an excellent manner	4 – Strong Learning Goal is addressed in a good manner	3 – Proficient Learning Goal is addressed in an average manner	2 – Weak Learning Goal addressed, but not sufficiently	1 – Unsatisfactory Learning Goal unaddressed or addressed in an unacceptable manner
Exceptional use of technology including: proper use of spreadsheets to analyze data and financial information	Above components present and applied with minor omissions/errors.	Missing one component, other components correctly employed with only minor stylistic omissions/errors.	Missing two or more components, but with other components adequately employed.	Inappropriate use of technology including but not limited to: improperly formatted; inconsistent formatting; inappropriate pages breaks; incorrect use of margins; and did

				not employ graphs, tables and charts as appropriate
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Intended Results: Students' cumulative average will be 4.0 based on the rubric above.

Actual Results: Students' cumulative average was 4.37

Learning Goal 3: Demonstrate knowledge of contemporary theory and practice in their chosen area of specialization.

Semester: Spring, 2015

Course(s) where objective is measured: Marketing 4325 - Marketing Management. Contemporary theory and practice in marketing was assessed using a 20-question, multiple-choice inventory as part of their final exam .

Intended Results: The average score for all marketing majors will be 80.

Actual Results: The average score for all marketing majors was 56.

Summative results from MFT for marketing majors across all 9 assessment indicators is also used to determine how well management students perform across the core subject areas

Assessment Indicator Number	Assessment Indicator Title	Marketing Major (n=18) Average MFT: 148
1	Accounting	34
2	Economics	35
3	Management	55
4	Quantitative Business Analysis	35
5	Finance	38
6	Marketing	59 (69 th percentile)
7	Legal and Social Environment	59
8	Information Systems	49
9	International Issues	40

Learning Goal 4: Demonstrate acceptable ethical awareness and moral reasoning applied to a business situation.

Semester: Fall

Course(s) where objective is measured: Management 3303 – Human Resources Management. To access the learning goal students were assigned a case and asked to identify the following elements:

- Identification of issue
- Description of ethical issue
- Causes of ethical issue
- Decision-making process given the ethical issue identified.

Rubric: Students were individually scored on a 1 (low) to 4 (high) range.

Intended Results: Students will score a cumulative average of 2.8 across the four assessment measures

Actual Results: 38 students completed the assignment with the following cumulative averages:

Identification of issue	2.03
Description of ethical issue	1.89
Causes of ethical issue	2.37
Decision-making process given the ethical issue identified	3.34
Cumulative Average	2.41

Learning Goal 5: Demonstrate knowledge of basic international business and globalization concepts associated with the practice of business.

Semester: Fall

Course(s) where objective is measured: International Business 3311

Intended Results: Pre/Post test results will show an overall improvement of 50% in cumulative scores on exam testing knowledge of basic international business concepts.

Actual Results: 61% improvement in score. Average pre-test score was 35.53; post-test score was 58.28.